

ALEXANDRIA CUELLAR

Technical Project Manager | Service Delivery | Technical Integrations | Technical Operations

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SUMMARY

Technical Project Manager and software engineer with 20+ years of experience delivering software, integrations, and digital products. Experienced leading cross-functional teams through Agile delivery, platform migrations, API development, system integrations, and digital product launches. Known for translating complex technical initiatives into organized, executable plans that align engineering, product, design, QA, and business stakeholders while delivering reliable solutions from concept through release.

SKILLS

Technical Project Management

Agile • Sprint planning • Backlog management • Roadmap planning • SDLC • Risk management • Stakeholder management • Cross-functional leadership • Release management • LiveOps • Technical Operations

Software Engineering & Integration

Full-stack • Go (Golang) • TypeScript • JavaScript • PHP • SQL • REST APIs • GraphQL • System integrations • Data migration • Legacy modernization • AWS • Docker • Kubernetes • Terraform • Git • CI/CD

XR & Interactive Media

XR production • Meta Horizon Worlds • Live service games • Unity

Tools & Platforms

Jira • ClickUp • Confluence • Trello • Miro • Notion • VS Code • Blender • Krita • Canva

EXPERIENCE

Technical Project Manager / XR Producer

2023–Present

Independent Consultant | Wallkill, NY – Remote

- Delivered 14+ interactive VR, mobile, and desktop experiences from concept through release for multiple independent XR studios.
- Managed Agile delivery for cross-functional teams of 5–8 engineers, designers, and QA testers through sprint planning, backlog management, milestone tracking, release coordination, and LiveOps.
- Coordinated technical execution by translating product goals into actionable requirements, maintaining production documentation, resolving delivery risks, and aligning creative and engineering teams.
- Adapted production workflows as Meta Horizon Worlds evolved from VR-only to cross-platform and mobile-first development, supporting teams through new TypeScript, Blender, and platform tooling.

Senior Software Developer

2020 – 2023

Gannett / USA TODAY Network (formerly GateHouse Media) | Middletown, NY – Remote

- Developed Go, GraphQL, and migration services supporting enterprise platform consolidation and newspaper migrations to Gannett's proprietary publishing platform.
- Developed backend services supporting enterprise publishing platforms serving more than 200 newspapers nationwide.
- Delivered reliable software throughout the SDLC by collaborating with frontend, database, DevOps, and QA teams while supporting shared engineering responsibilities.
- Improved production reliability through debugging, code reviews, refactoring, and ongoing backend system enhancements.

Senior Web Applications Developer**2015 – 2020***GateHouse Media (formerly Local Media Group, Inc.) | Middletown, NY - Remote*

- Configured and deployed newly acquired newspaper websites by migrating content, integrating authentication and third-party services, and customizing enterprise publishing platforms.
- Expanded publishing platform capabilities by integrating RESTful APIs with internal systems and third-party services supporting editorial workflows and newspaper migrations.
- Contributed to the modernization of enterprise publishing platforms by developing scalable applications and reusable development patterns supporting newspaper migrations to a unified CMS.

Senior Software Architect**2014 – 2015***Local Media Group, Inc. (formerly Dow Jones Local Media Group) | Middletown, NY*

- Provided architectural guidance and technical leadership for publishing platforms supporting 33 community publications, including 8 daily newspapers and 15 weekly newspapers.
- Guided architectural decisions by evaluating frameworks, tools, and technologies that improved platform scalability, maintainability, and long-term stability.
- Mentored software engineers through code reviews, technical guidance, and development best practices that strengthened engineering consistency.

Web Applications Developer**2009 – 2014***Dow Jones Local Media Group | Campbell Hall, NY*

- Modernized digital publishing platforms by developing CMS-based web applications and integrating RESTful APIs with internal systems and third-party publishing services supporting 33 community publications.
- Led technical discovery for a legacy content migration by analyzing HTML archives, documenting transformation rules, and enabling the migration of decades of editorial content into an enterprise CMS.
- Received the 2011 Chairman Award in recognition of technical contributions and platform delivery.

Web Developer | Web Specialist**2004 – 2009***Times Herald-Record | Middletown, NY*

- Developed websites and web applications supporting newsroom operations, advertising teams, and commercial clients while expanding the organization's digital presence.
- Improved advertising operations by developing internal databases and front-end tools that streamlined workflows for sales and advertising teams.

Editorial Production Assistant (Sports Agate, Obituaries, and Classifieds)**2003-2004***Times Herald-Record | Middletown, NY***EDUCATION**

B.A. in Information Technology & Communications*Mount Saint Mary College | 2004***CERTIFICATIONS**

*Mixed Reality (XR) Certificate, SUNY Westchester Community College | 2024**Meta Horizon Worlds Creator Academy (2025)**Google Project Management Professional Certificate (In Progress)**Google AI Professional Certificate (Planned)**ITIL Foundation Certification (Planned)***LANGUAGES**

English (Native) • **Spanish** (Professional working proficiency)